

Reducing Overweight and Obesity

Healthy People (HP) 2010 Leading Health Indicator 19-2 & 19-3

PHN contribution to _____ (county/city) Public Health Improvement Plan for 2002-____

Assessment:

In _____ (county/city), the obesity prevalence rate is as follows for the past ____ years.
Insert county/city data here for obesity showing how it is distributed by race, ethnic group, gender, immigration status, age, and geographic area for each of the past ____ years.

Obesity in _____ (county/city) differs from or is similar to the state wide profile in the following ways:
Insert county/city/state comparison data here.

Describe the qualitative and quantitative factors that influence the existence of obesity in _____ (county/city). Aim to answer the question, "What are the factors that contribute to the prevalence of obesity in the county/city?"

Diagnosis:

NOTE: If the health department can promise improvement in the prevalence of obesity for everyone living in the county/city, then so state here. If there are no resources available to promise improvement in all, then under this heading describe in what way the obesity prevalence rate is worse for different groups. For instance, it is ____% overall but ____% for Latinos (therefore the focus for improvement efforts is on Latinos).

Identifying Outcomes:

Outcome Objective

By (date)_____, the proportion of the _____ population in _____ (county/city) who are obese (defined for adults as a BMI of 30 or more, and for children at or above the gender and age specific 95th percentile of BMI based on the revised CDC growth charts for the US) will be reduced from ____% (county/city baseline of ____% for _____year) to ____% (HP 2010 baseline of 23% of adults age 20 and older in 1988-94 and 11% of children age 6-19 years in 1988-94; HP 2010 target of 15% for adults and 5% for children).

Planning and Action:

Intermediate Objectives

[DEFINITION: Intermediate objectives link the outcome objectives to the process objectives. They describe the changes that will occur that ultimately result in or produce the desired outcome. They are precursors to attaining the outcome. Intermediate objectives have shorter time frames and clearly reflect what can be accomplished and measured within the time period of the program plan. Intermediate objectives assess measures, which have a high probability of reducing a health problem or increasing resiliency/capacity. These objectives measure the impact of specific interventions designed to achieve the outcome. Intermediate objectives measure changes in organizations, laws, policies, and power structures at the systems level, changes in community norms, attitudes,

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awareness, beliefs, practices, and behavior at the community level, and knowledge, attitude, beliefs, values, skills, circumstances, behaviors, and practices at the individual/family level.]

The following are examples of possible/suggested Intermediate Objectives related to decreasing obesity based on best practices from the Surgeon General's "Call to Action to Prevent and Decrease Overweight and Obesity 2001".

1. By (date)_____, ___% of the _____ population in _____ (county/city) will have a change in attitude toward focusing on health and not appearance, as evidenced by _____.
2. By (date)_____, there will be a ___% reduction in TV watching time and other sedentary behaviors among the _____ population in _____ (county/city), as evidenced by _____.
3. By (date)_____, ___% of the _____ population in _____ (county/city) will make healthier food choices, as evidenced by _____.
4. By (date)_____, ___% of the _____ population in _____ (county/city) will build physical activity into their daily regimen, as evidenced by _____.
5. By (date)_____, there will be ___% more physical activity space available in the workplace for the _____ population in _____ (county/city), as evidenced by _____.
6. By (date)_____, there will be ___% more community facilities available for physical activity for the _____ population in _____ (county/city), as evidenced by _____.
7. By (date)_____, ___% of schools serving the _____ population in _____ (county/city) will provide daily Physical Education classes and healthy food options, including snacks, as evidenced by _____.

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Using one of the above examples, the following is a demonstration of how the process extends from the Intermediate Objective to the Process Objectives, which describe the action/interventions.

EXAMPLE:

Intermediate Objective 4:

By (date)_____, ____% of the _____population in _____ (county/city) will build physical activity into their daily regimen, as evidenced by _____.

Process Objective 1:

[DEFINITION: Process objectives are the methods of the intervention. They detail the specific tasks that will be carried out within a specified time frame. Process objectives describes the input; the means by which the intervention or strategy will be implemented. They include inputs, participation, and reactions.]

By (date)_____, the PHNs will have conducted _____meetings with community organizers geared toward setting up physical activity programs in 10 churches that serve the _____population in _____ (county/city).
(Minnesota PHN Interventions: Collaboration, Coalition Building; Community, Primary prevention)

Process Objective 2:

By (date)_____, PHNs will _____.

Process Objective 3:

By (date)_____, PHNs will _____.

And so on...

Under the direction of the local health department nursing director, additional relevant Intermediate Objectives should be developed that address the Outcome Objectives as well as specific Process Objectives that address each Intermediate Objective.

Ultimately, the outcome objective of reducing obesity among the target population *will only be achieved if other disciplines and the community* contribute to identifying Intermediate and Process Objectives.

Evaluation

Each Process Objective and Intermediate Objective should have a mechanism to evaluate whether or not the objective was accomplished. This includes a mechanism to track progress toward achieving the Outcome Objective at regular intervals.